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# ARF Update

## Meet S.N.E.A.K.S.!



Congratulations to Jaycie Wetenkamp from Plattesmouth! She is the winner of the name-the-mascot contest. Her idea, "SNEAKS" (Start Now, Energize, Activate, Keep

Strong) really captures the message we hope that ARF will send to thousands of kids in Nebraska! Thank you to everyone who participated in the name-the-mascot contest!

## Training Report

Coordinator training was held across the state during the months of July and August. A total of 112 teachers, youth organization leaders, health department staff, nurses, YMCA directors, and other professionals participated in three hours of instruction, games, demonstrations and idea sharing. Please contact us if you would be interested in setting up a training session or receiving materials for your staff or volunteers!

## Register for Walk to School Day!



Looking for a way to jump-start your community's interest in physical activity? Walk with schools around the world on October 6th – International Walk to School Day. By participating, your

community can use the event to create energy for change, kick off physical activity programs, serve as a springboard for policy and environmental changes, and more! Let's put Nebraska on the national map! Register your event (and learn more about Walk to School) at [www.walktoschool.org](http://www.walktoschool.org). Also consider serving as a resource person. Resource people provide expertise, materials or other support for an area or state. Contact information is listed on an interactive map on the Walk to School web site.

## Mark Your Calendars

The annual conference conducted by the Nebraska Association for Health, Physical Education, Recreation, and Dance (NAHPERD) is coming up soon! This year NAHPERD has partnered with the Action for Healthy Kids Coalition (AFHK) and in so doing has broadened its audience. This conference is open to all individuals interested and concerned about the health of youth. The conference dates are Thursday, October 21 (pre-conference workshops – see p. 4 of this newsletter) and Friday, October 22 (full conference) at the Double-Tree Hotel in Omaha. Featured are two internationally known speakers: Jean Blaydes Madigan, a neurokinesiologist who will be sharing information about how brain research links movement to learning, and Dr. Rober Heaney, an expert in the field of bone biology and calcium nutrition from Creighton University. For additional conference information and for registration forms, visit the website: [www.nde.state.ne.us/PEHealth/](http://www.nde.state.ne.us/PEHealth/).



## Get Moving!

The following are a sample of activity ideas that were demonstrated at training sessions, but are not featured in the Activity Guide.

### Balloon Chase Race



Split participants into teams of three or four. Form single-file lines at one end of the room or playing field. Give each participant a balloon. The first person in line will blow up their balloon (do not tie) and let it go. Wherever the balloon lands (hopefully in front of the team!), the entire team will run up to it, the balloon's owner will pick up the balloon and move to the end of the line. The next person in line will repeat this sequence of events. Whoever is waiting next in line is not allowed to blow up their balloon until the previous balloon has been retrieved. The first team that reaches the designated destination wins! To keep players moving at all times, change up what the "non-balloon blowers" are doing while they wait to chase the balloon – they can do jumping jacks, squats, dance moves, etc. This game levels the playing field for all participants – no one can control where the balloon lands!

### Adaptive Volleyball

Have participants divide into teams of six. Set up a "net" approximately three feet from the floor by attaching a long piece of masking tape to the backs of two chairs. The teams will set up in position for volleyball (three people in the front row and three people in the back). Instead of standing,



players will sit! A beach ball will replace the traditional volleyball and a player can twist and stretch to make contact with the ball, as long as their bottom does not lose contact with the floor. The volleyball will slow down the pace of the game and not being able to run or jump will put all students on a similar level. Everyone can have fun and still learn the basic skills of the game.

### Stepping

Stepping is a variation of "Stomp", an African American rhythmic dance. Step dancers use clapping, knee slapping, foot stomping, and other body movements. These movements can follow the beat of a song or can create their very own rhythm! Here is a sample step pattern:

**Hit** = slap legs just above the knees

**Clap** = clap your hands

**A bat** = slap legs quickly, one hand at a time (one leg on "A" count, the other on "bat" count)

**Stomp** = stomp your foot

**Chest** = touch your collarbone with your hand

**Slide** = take a side step in the indicated direction

### INTRO

Hit \* Clap \* A bat A bat \* Clap

Hit \* Clap \* A bat A bat \* Stomp

(Repeat)

### VARIATION ONE

A bat A bat \* Chest (R) Chest (L)

A bat A Bat \*Clap

(Repeat)

### VARIATION TWO

Slide (R)

Variation One Sequence (Repeat after each slide)

Slide (L)

Slide (Forward)

Slide (Back)

### ENDING

Repeat Intro

## Who is on board?

We have close to 8000 students participating in ARF! The following cities are on board:

**Alliance, Central City, Creighton, Fairmont, Geneva, Gordon, Harrisburg, Hemingford, Hooper, Lexington, Lincoln, Madison, McCook, Nebraska City, Norfolk, North Loup, North Platte, Omaha, Plattsmouth, Scottsbluff, Sidney, York**

Add your city to the list and help us meet our first-year goal of 10,000 participants! You may register for the ARF Movement all throughout the 2004-2005 school year!

## Kick-Off ARF!

In the "How to Be a Coordinator" packet, ideas are listed for putting together an energizing kick-off event. Pep rallies, VIP speakers, field days, health fairs, family gym nights, and community service projects are just a few of the ways to show that physical activity is a priority to your school or organization and that the ARF Movement is going to be FUN! We would love to hear about your kick-off events and collect photos for the web site and next month's newsletter.

## Tell us what's going on in your area!

We want to hear your ARF success stories!

Do you or your kids have activity ideas, nutrition tips/recipes, or positive quotes

about ARF? You can find a form for newsletter submissions on the handouts and tools CD as well as on the web site. We will include your submissions in future newsletters and on the web site – we love pictures too! The following dates are submission deadlines: **October 25, November 22, December 13, January 24, February 21, March 21, April 25.**



## Spanish materials, other resources

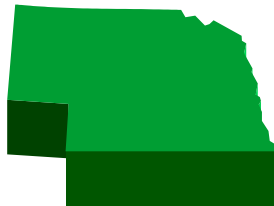
We are excited to announce that we are in the process of translating ARF tools and handouts into Spanish! If you would like to obtain the hard and electronic copies of these culturally adapted materials, please contact Michelle Garwood.

We also can provide the following materials upon request:

- 5-a-Day Fruit and Vegetable campaign brochures (limited supply)
- Additional ARF posters (featuring SNEAKS)

In answer to a number of inquiries about the availability of incentive items for purchase, we have contacted our distributor and he is putting together a price/list order form. This will be coming out soon!

## Area Coordinators – Your Local ARF “Experts”



Have you run into a barrier or question as you are putting together

your plans for ARF? Contact your Area Coordinator! In an effort to bring “ownership” of the Movement to all corners of the state, we have identified local contacts to help us recruit, promote, and implement.

**PANHANDLE:** *Sioux, Dawes, Box Butte, Sheridan, Banner, Morrill, Kimball, Cheyenne, Garden, Deuel*

Kim Engel  
Panhandle Public Health Dist.  
engelk@bbc.net  
308.487.3600

**Scottsbluff Co.** – contact Michelle Garwood.

**NORTH CENTRAL:** *Cherry, Brown, Rock, Keya Paha, Grant, Hooker, Thomas, Arthur, MacPherson, Logan*

Jean Tetherow  
tetherow@gpcom.net  
402.389.1317

**SOUTH WESTERN:** *Keith, Lincoln, Perkins, Chase, Hayes, Frontier, Dundy, Hitchcock, Red Willow*

Nancy Miller  
Mary Beth Eisenmenger  
Red Willow Co. Health Dept.  
rwchd@ocsmccook.com  
308.345.1790

**CENTRAL:** *Blaine, Loup, Garfield, Custer, Valley, Greeley, Sherman, Howard, Dawson, Buffalo, Hall*

Lynette Larsen  
Loup Basin Health Dept.  
llarsen@nctc.net  
308.346.5795

**SOUTH CENTRAL:** *Gosper, Phelps, Kearney, Adams, Clay, Furnas, Harlan, Franklin, Webster, Nuckolls, Hamilton, Thayer, Jefferson*

Dixie Zoucha  
South Heartland Health Dept.  
dzoucha@alltel.net  
402.462.6211 or 877.238.7595

**NORTHEAST:** *Boyd, Knox, Holt, Antelope, Pierce, Madison, Cedar, Wayne, Stanton, Dixon, Dakota, Thurston, Burt, Cuming, Wheeler*

Greg Moser  
Elkhorn LV Health Dept.  
elvcommhealth@gpcom.net  
402.529.2233

**EAST CENTRAL:** *York, Seward, Polk, Butler*

Vicki Duey  
Four Corners Health Dept.  
fourcornershealth@alltel.net  
402.362.2621

*Boone, Nance, Merrick, Platte, Colfax, Dodge, Saunders, Fillmore and Saline*  
Contact Michelle Garwood

**OMAHA METRO:** *Washington, Douglas, Sarpy, Cass*

Marlen Frost  
OPS Foundation  
marlen.frost@ops.org  
402.557.2047

**SOUTHEAST:** *Lancaster*

Mike Heyl  
Lincoln/Lancaster Health Dept.  
mhey1@ci.lincoln.ne.us  
402.441.8000

*Gage, Otoe, Johnson, Pawnee, Nemaha, Richardson*

Contact Michelle Garwood

As you can see, we have a few counties that need a local coordinator! If you are a health department or interested individual in these counties, please contact Michelle and become an ARF expert for your citizens!

## VERB Updates and Grant Money

### Grant Opportunities

**Garth Brooks Teammates for Kids Foundation.** Nonprofits effectively serving and benefiting children with an emphasis on health, education and inner city services are perfect candidates for these funds. Health funds go for prevention/recovery of health problems and promotion of healthy lifestyles along with access to medicine. Inner city funding targets to provide better health and educational programs. Visit [www.touchemall.com/apply\\_for\\_grant/format\\_grant.htm](http://www.touchemall.com/apply_for_grant/format_grant.htm) for grant application and information.

### "Let's Just Play" Grant

The Let's Just Play Grants Program from Nickelodeon provides support to create or expand opportunities for physical



**September 25**

**Family Health & Fitness Day**

Make your ARF Activity this week revolve around family fun! For ideas and more information, visit <http://www.fitnessday.com/family/>

**October 4-8**

**Walk to School Week**

See information on this page.

**October 21-22**

**Doubletree Hotel, Omaha**

**NAHPERD Conference**

See enclosed flyer. This conference is a *must* for anyone interested in physical activity and is a great opportunity to complete Healthy School Environment training! For more information, contact Kimberly Barrett, [kimberly.barrett@hhss.state.ne.us](mailto:kimberly.barrett@hhss.state.ne.us), (402) 471-1045.

**October 25**

**ARF Update Newsletter Submission Deadline**

**ARF Movement Coordinator  
Michelle Garwood**

Office of Disease Prevention and Health Promotion  
301 Centennial Mall So., Box 95044  
Lincoln, NE 68509-5044  
[michelle.garwood@hhss.state.ne.us](mailto:michelle.garwood@hhss.state.ne.us)  
(402) 471-0505

play in K-9 schools and after-school community-based organizations throughout the United States. The program will award 25 to 50 grants ranging from \$5,000 to \$10,000. Application deadline is November 1, 2004. For details to apply visit [http://www.nick.com/all\\_nick/everything\\_nick/public\\_ljprgrants2.jhtml](http://www.nick.com/all_nick/everything_nick/public_ljprgrants2.jhtml)

**VERB News**

**VERB's Hispanic/Latino Campaign**

Promotes Key Message to Parents Via Integrated Web Site, Advertising, and Mobile Tour Activities

In an effort to saturate the Hispanic/Latino market, the Niños Activos. Familias Sanas campaign (which means "Active Children. Healthy Families" in English) uses TV, radio, print, Internet, and mobile advertising to encourage parents to get their tweens involved in physical activity for at least 60 minutes every day.

**Web Site**

A new Web site targeting the Hispanic community contains important information, tips, and resources on how parents can and should get their children involved in at least one hour of physical activity every day. The site also provides updates on the two families that were chosen to participate in the six-month "Niños Activos. Familias Sanas" program currently playing out on Telemundo's national morning show, "De Mañanitas," and in VISTA magazine. Check out [www.NAFS.org](http://www.NAFS.org) to see this in-language and culturally relevant site.

**TV Ads**

The "Baseball" spot of the complementary Niños Activos. Familias Sanas ad campaign features a tween boy who is transported from the confines of his dull living room and video game to a fun, energetic baseball game. His parents show their support by cheering him on from the stands. The message is clear: parents need to get their children involved in physical activity because they will be healthier. And when the kids are active and healthier,

the entire family is better off. To view the "Baseball" and "Basketball" ads visit [http://www.cdc.gov/youthcampaign/panic\\_latino/index.htm](http://www.cdc.gov/youthcampaign/panic_latino/index.htm).

**Mobile Tour**

At Niños Activos. Familias Sanas tour sites in Los Angeles parents receive information about how to get their tweens active, and children participate in various activities like a basketball toss and soccer kick. Parents also make a pledge to try and get their children involved in physical activity by signing the official "Niños Activos. Familias Sanas" pledge book. And the families receive premiums, like a ball and flying disc, to remind them how easy and fun it is to get children involved in daily physical activity. In July the tour reached about 20,000 parents in Los Angeles. It will continue to visit various community shopping and recreational centers in the L.A. area throughout the remainder of August and September.

Visit <http://www.cdc.gov/verb> for more information about the VERB campaign.

## New Contact Information



Please update your ARF Activity Guides (Nebraska Initiative Section) - Brian Krannawitter, Advocacy Director for Physical Activity and Physical Education, is the new contact for the American Heart Association.  
1550 South 70th St.  
Suite 100  
Lincoln, NE 68506  
[brian.krannawitter@heart.org](mailto:brian.krannawitter@heart.org)  
(402) 489-5115